

ABSTRACT OF THE DISCLOSURE

A retaining bracket structure for a cordless continuous folding blind includes a continuous folding blind attached to the underside of an upper beam, and a pair of flexible retaining brackets wherein the flexible retaining bracket, of plastic materials, is made up of a pressing plate protruding at the middle section thereof, a pair of C-shaped clamping arms symmetrically extending at both sides of the pressing plate thereof, and a pointed hook bending inwards at each end of the C-shaped clamping arms thereof. In operation, the pressing plate of the flexible retaining bracket is applied from the front to abut against the upper side of the continuous folding blind collected from bottom to top at a desirable position, and the C-shaped clamping arms are bent downwards to extend backwards at the underside thereof till the pointed hooks thereof clamping in reverse at the top of the collected continuous folding blind from the rear thereof. Thus, the collected continuous folding blind is clipped tight at the pressing plate and the C-shaped clamping arms there-between and confined at the C-shaped clamping arms and the pointed hooks therein. Even under the swing of strong wind, the retaining brackets thereof can securely collect and locate the continuous folding blind at a desirable position without easily getting loose or detached there-from in use.